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**Tools for Organizing:**

**Communications Channels**

How will you get the word out about your campaign? Use this handy list to prevent making a choice by default. This list of Communications Channels works best when used with the RAC handout on the 13 Communications Choices.

**Categories:**

**Direct (in person) communication** like canvassing, phone banking, speaking at meetings or classes or to faith community.

**Earned media events.** Don’t forget to make it fun and send out a press advisory and/or press release to let the media know what you’re up to and why they need to cover it.

**Print media reporting.**

**Radio shows or public service announcements on local radio.** Don’t forget about low cost options like community radio.

**TV** **shows.** Don’t forget about locally produced shows on public television.

**Online.** Social media posts or ad campaigns. Blogs. Web sites.

**Electronic.** Texting. Email lists. List serves.

**Ethnic media.**

**Apps.** Get creative. Where is your target audience already engaging? Options may include gaming, dating, video, and events apps.